

# TYPES OF MASS MEDIA

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# Types of mass media



- 1. Print (Newspapers, magazines, opinion journals)
- 2. Broadcast (network TV, radio)
- 3. Internet – blogs, Twitter, etc.
- “New media” – cable and satellite- “digital divide” in Internet use for political news

# Print Media



- **Newspaper**

Newspaper is a major source of information for a large number of readers. It may be National or local, daily or weekly newspaper. Newspapers allow presentation of detailed messages which can be read at reader's conveyance. It allows prompt delivery of detailed coverage of news and other information with interesting features for readers. It is a high involvement media as readers are required to devote some effort in reading the message. It is available to masses at a very low cost.



## □ **Magazines**

A Magazine is a specialized advertising media that serves educational, informational, entertainment and other specialized needs of consumers, businesses, and industries. A Magazine allows presentation of a detailed ad message along with photos, illustrations, colours etc. It is a high involvement media as readers pay a premium price for it and magazines are not dumped after reading. Magazines can be classified into Local/Regional/National or Weekly/Monthly/Quarterly Magazines.

# Broadcast Media

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## □ **Television Advertising**

TV is a principal source of information and entertainment for people exposed to mass media. It is believed to be the most authoritative, influential, exciting medium for reaching very large audience. It combines visual images, sound, motion and colour to achieve viewer's empathy. It allows development of creative and imaginative ad messages in a unique way. It is considered intrusive in nature as the audience have no control over the nature and pace of advertisements.



## □ Radio

Radio is a premier mass medium for users and advertisers. It has a wide spread reach. It delivers the ad message to a large number of people across the length and breadth of a country. Commercial broadcasting is undertaken in major cities even rural areas. Radio time in India is usually sold in slots of 7, 10, 15, 20 or 30 seconds. It is one of the most personal medium and offers selectivity, cost efficiency and flexibility advantages over other media. Efficiency of a radio ad depends upon the precision of script, accompanying sounds and level of distortion

# Internet



- Internet is a worldwide medium that provides means of exchanging information through a series of interconnected computers. It is a rapidly growing medium of advertising. It is a future medium which offers limitless advertising opportunities. It involves use of world wide web to showcase a website or e-commerce portal to the world.

Advertising through internet involves email marketing, social media marketing, online ads and mobile marketing. It provides a sophisticated graphic user interface to users. It is accessible to anyone with a computer and broadband connection.